

Manisha Chafe

Senior Product Designer

manishakaushikart@gmail.com | +91 8448921034 | Mumbai, India | [LinkedIn](#) | [Behance](#) | [moneysha.art](#)

PROFESSIONAL SUMMARY

Senior Product Designer with 5+ years at Tata Consultancy Services, delivering 200+ screens across 6+ enterprise SaaS platforms for Lockton, NHS Walton Center, ICICI Bank, and Tata Sons Group across insurance, healthcare, banking, and government. Built 3 end-to-end design systems adopted by product and engineering teams, designed across web and mobile in full dual-theme environments, and worked directly within SharePoint, PowerApps, React Native, and JavaScript stacks. Operates an active AI-augmented design workflow across 7+ platforms including Figma Make, Claude, ChatGPT, and Gemini to reduce design-to-handoff cycles without compromising process depth.

WORK EXPERIENCE

Senior Product Designer

Nov 2020 – Present

Tata Consultancy Services (TCS) · Mumbai, India

Key Projects: Lockton Insurance SaaS · NHS Walton Center Chatbot · IRC Employee Platform · Assessment Hub SaaS · ICICI Bank Internal Platform · Tata Sons Innovation Management · Gen AI / AI-Integrated Projects

- Led end-to-end UX/UI design for 6+ large-scale enterprise SaaS platforms serving global clients including Lockton, NHS, ICICI Bank, and Tata Sons Group, delivering 200+ screens across web and mobile
- Designed 50+ screen enterprise SaaS platform for Lockton including a comprehensive design system, full dual-theme (dark/light mode), and responsive web and mobile implementation across product, UX, and UI
- Delivered conversational UX design for NHS Walton Center chatbot across 30 screens, creating intuitive interaction flows for clinical staff and patient-facing interfaces
- Architected 3 end-to-end design systems from scratch, adopted by product and development teams across client engagements, ensuring component scalability and reducing design-to-development turnaround time
- Led UX/UI design for Assessment Hub SaaS (50+ screens) and ICICI Bank internal platform (20+ screens), handling complex data-heavy interfaces and enterprise-grade interaction patterns
- Designed 50+ visual and UX/UI deliverables for Tata Sons Group Innovation Management platform, spanning information architecture, visual design, and cross-functional creative direction
- Conducted heuristic evaluations, UX audits, and user research for government-sector design POCs, directly informing product direction and design decisions
- Integrated AI-augmented design workflow across 7+ platforms including Figma Make, Claude, ChatGPT, Gemini, Perplexity, and Deepseek to accelerate design sprints and compress design-to-production timelines
- Designed across enterprise development environments including SharePoint, PowerApps, React Native, and JavaScript full-stack, ensuring design feasibility and close developer alignment
- Collaborated with product managers, engineers, and stakeholders across cross-functional teams to deliver end-to-end design lifecycles from wireframes to high-fidelity prototypes and developer handoff

Graphic Design Intern

Jan 2019 – Apr 2019

22 Creatives · Mumbai, India

- Developed day-to-day creatives including social posts, banners, and event visuals for client campaigns
- Shot and edited product photography for e-commerce listings and marketing campaigns
- Delivered high-quality visual assets under fast-turnaround production timelines

Freelance Graphic & UX Designer

Jan 2016 – Present

Self-Employed

- Designed 30+ projects spanning brand identities, social media systems, UX/UI design, websites, landing pages, and illustration series for clients across diverse industries
- Collaborated with CRY NGO and independent music artists to create visual assets for social awareness campaigns and artist branding initiatives
- Delivered album cover art, press kits, sticker packs, merch designs, and illustration commissions, managing full client relationships from initial brief to final delivery

EDUCATION

BA(Hons) Communication Designer – Graphics

Jul 2016 – Jun 2020

Pearl Academy · Mumbai, India

AWARDS & RECOGNITION

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| • IRC Patron Award · Tata Consultancy Services | 2026 |
| • On the Spot Award · Tata Consultancy Services | 2026 |
| • Special Initiative Award · Tata Consultancy Services | 2026 |
| • Most Innovative Project Award · Pearl Academy | 2020 |
| • Pearl Excellence Award · Pearl Academy | 2019 |

SKILLS

UX & Product Design Product Design · UX Design · UI Design · Interaction Design · Information Architecture · User Research · Heuristic Evaluation · UX Audit · Wireframing · Prototyping · Design Systems · Developer Handoff · Responsive Design · Cross-Platform Design · Dark/Light Mode Design

Visual & Graphic Design Brand Identity · Typography · Layout Design · Illustration · Print Design · Social Media Design · Album Art Direction

Design Tools Figma · Figma Make · Adobe Photoshop · Adobe Illustrator · Adobe XD · Procreate · Canva

Dev Environments SharePoint · PowerApps · React Native (Design) · JavaScript Full-Stack Design

AI Workflow Claude · ChatGPT · Gemini · Perplexity · Deepseek · Higgsfield · Figma Make

Collaboration Design Sprints · Agile · Stakeholder Management · Cross-Functional Teams · Design-to-Development Handoff

LANGUAGES

Hindi (Native) · English (Professional / Educational)